



# Unit **1**

## Do small things in a great way!

### **I** Listening

1. Listen and complete the “small things” to pay attention to at work.

- (1) Arrive at work 5 minutes \_\_\_\_\_.
- (2) Bring a pad of paper and get ready to take \_\_\_\_\_ of what you need to do.
- (3) Do not get involved in any \_\_\_\_\_ talking around the office.
- (4) \_\_\_\_\_ for more work even though you don't know how to do it now.
- (5) Ask for \_\_\_\_\_. It shows you care and want to do a better job.

2. Listen to the dialogues and write people's opinion on one “small thing” Starbucks did.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_

3. Listen to the passage and fill in the blanks.

You might not see the value or (1) \_\_\_\_\_ in doing trivial tasks like filing, copying, arranging meetings, and organising lunches, but there is. If you prove yourself by doing these tasks well, you'll be given more interesting assignments and more (2) \_\_\_\_\_. Everybody has to prove their worth and pay their dues. Remember that your boss was probably in a (3) \_\_\_\_\_ position as you at some stage of their lives. You can't walk into a company and expect to start at the top, so pay attention to (4) \_\_\_\_\_, follow instructions and do good (5) \_\_\_\_\_ work. If you do so,

your boss will become confident in you and will probably trust you to do more interesting work before you know it.

## II Vocabulary

Complete the sentences with the words and expressions in the box. Make changes when necessary.

feel like	complain	run errands	seemingly	add up
trivial	parcel	other than	quit	promotion

- The tall man that you saw was none \_\_\_\_\_ our manager.
- A business relationship can depend on such \_\_\_\_\_ minor details.
- She often makes much of \_\_\_\_\_ matters.
- Our staff \_\_\_\_\_ of being underpaid and overwork.
- The duties of a personal assistant often include \_\_\_\_\_, organising meetings and arranging trips, etc.
- The courier asked me to sign for the \_\_\_\_\_.
- I've been there on the island for two days, but it \_\_\_\_\_ a week.
- It is not wise to \_\_\_\_\_ your job before finding a new one.
- There are good chances of \_\_\_\_\_ in this firm.
- A handful of small changes to everyday habits can \_\_\_\_\_ to big rewards.

## III Reading

- Read the passage and fill in the blanks with words and expressions in the box.

whatever	at his own expense	courier
trivial	impressed	promotion

Dou Liguó, an ordinary (1) \_\_\_\_\_ making deliveries in Beijing, has become a superstar after telling his stories on a talk show. Starting his job as a doorman, Dou (2) \_\_\_\_\_ his boss by walking the customers to their cars in the heavy rain. He got a

(3) \_\_\_\_\_ and a raise of salary. The next job was being a courier, a brand new business for him. He survived and expanded his business in a simple but effective way: to let more people know him by printing business cards (4) \_\_\_\_\_ and giving them to whomever he met on the street. Within a few years, he became the boss of a delivery company. When many people complained of the (5) \_\_\_\_\_ jobs getting them nowhere, Dou just worked very hard following a simple rule: (6) \_\_\_\_\_ your job is, do it and do it well.

## 2. Read the passage and complete the tasks.

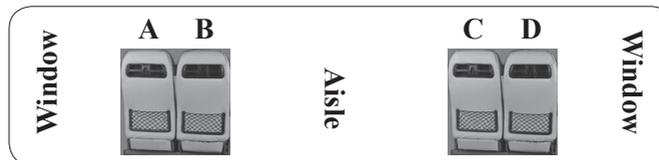
### Keiko

*Business Assistant of Viktor's  
Partner Trading Company in Japan*

### Viktor

*Overseas Operations Manager of a  
large American company*

Viktor travelled regularly between Tokyo and Osaka. Keiko would usually help book the rail tickets for him. After a few trips Viktor began to feel curious about an interesting fact. On the way from Tokyo to Osaka, he always had a seat numbered D; while on the Osaka-Tokyo route, he always had a seat numbered A. Both were window seats, but something was different. He wanted to know why.



Keiko answered, “On the way from Tokyo to Osaka, Mount Fuji is on your right; while on the way back, it is on your left. I hope you would enjoy the pleasure of admiring Mount Fuji from your window seat each time.”

Viktor believed it reflected the company’s attitude of care and a commitment to meet every need of a customer. When a company was able to pay attention to the “little concerns” of customers, it was unlikely that any major concerns would occur. He then suggested that the trade volume between the two companies increase from \$4 million to \$12 million.

(1) Comment on Keiko’s excellent job using two or three sentences in this unit.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

(2) Tick the expressions that best describe Keiko.

- thinking like a customer
- highly organised
- smart and creative
- having a keen observation
- paying attention to details at work
- having a strong sense of responsibility

(3) What did Viktor think of this Japanese company after he knew the “small thing” Keiko did for him?

\_\_\_\_\_  
\_\_\_\_\_

(4) How would you deal with the “small stuff” at work after reading all these stories?

\_\_\_\_\_  
\_\_\_\_\_

(5) You need to book hotel rooms for the American clients who will attend the trade show. Think of three “small things” you can do to make them feel welcome.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

3. Read the two survey invitation emails and find the difference between them.

**Invitation A**

**Subject—New Research on Credit Card Customer Experience**

City Bank is partnering with National Research Centre in research study on credit card customer experience. If you use any credit card of City Bank, please share your experience.

The online survey will take at most 3 minutes to complete. The deadline is July 29, 2016.

To thank you for your effort, you will receive a free copy of survey report. Your individual response will remain strictly confidential.

**Take Survey Now>>**

### Invitation B

#### Subject—Macy's Customer Feedback Survey Invitation

Dear Mr Smith,

You are receiving this invite because you recently shopped at our site. And we consider you are a valuable client.

We are collecting feedback on how we performed in our last service, so we can provide you even better experience.

The online survey will take at most 3 minutes to complete. You can also contact us at Customerservice@Macy.com.

We appreciate the time you have taken.

Best regards!

**Take Survey Now >>**

#### How are they different in the following "small ways"?

Is it sent only to "you"?	A <input type="checkbox"/> Yes <input type="checkbox"/> No	B <input type="checkbox"/> Yes <input type="checkbox"/> No
Do they know "you"?	A <input type="checkbox"/> Yes <input type="checkbox"/> No	B <input type="checkbox"/> Yes <input type="checkbox"/> No
Is your opinion valuable?	A <input type="checkbox"/> Yes <input type="checkbox"/> No	B <input type="checkbox"/> Yes <input type="checkbox"/> No
Does survey bring you personal benefits?	A <input type="checkbox"/> Yes <input type="checkbox"/> No	B <input type="checkbox"/> Yes <input type="checkbox"/> No

**Which survey would you take?  A  B**

## IV Grammar



### 1. Complete the sentences with the proper form of verbs.

- (1) The rich \_\_\_\_\_ (be) not always happy.
- (2) What we need now \_\_\_\_\_ (be) good textbooks.
- (3) Tom as well as two of his classmates \_\_\_\_\_ (invite) to the party.
- (4) Between the two rows of trees \_\_\_\_\_ (stand) the teaching building.

(5) Every possible means \_\_\_\_\_ (use) to save the patient's life.

2. Complete the passage with the proper form of "be".

If using cell phone (1) \_\_\_\_\_ part of your job, here are some "small things" you might pay attention to:

- The sounds of different ring tones (2) \_\_\_\_\_ very annoying to others. Set it to vibrate at least.
- When you are at a meeting, let your calls go to voice mail. Less time (3) \_\_\_\_\_ needed to check the messages than to answer back.
- Find locations that (4) \_\_\_\_\_ private and quiet to answer important calls. But not restroom because you never know who (5) \_\_\_\_\_ in there.
- Either sharing a post or updating your profile on social media (6) \_\_\_\_\_ what you should never do.

3. Check the underlined verbs in the story if there are subject-verb agreement problems.

John Dustin Archbold was an employee of Standard Oil Company. But "Four dollars a barrel" (1) was instead often called as his name. Whenever he registered at a hotel, under his name (2) were always written "Four dollars a barrel, Standard Oil". He did the same when signing letters and receipts. Once Rockefeller, the president of Standard Oil, registered at a hotel and was impressed by Archbold's long signature. Nobody but Archbold (3) have done this, which was easy and just cost a few more seconds. Many years later he became president of the Standard Oil Company of New Jersey. That he came to be recognised and trusted by Rockefeller (4) were neither chance nor good luck. The small efforts repeated day by day (5) have helped him to make real progress.

## V Translation

Translate the following into Chinese.

Dou Liguó's life turned on those small and seemingly trivial things, which anyone can do, but not everyone will do. They are mostly easy and don't cost anything other than time. Many young people complain about the lack of job or promotion, actually there are plenty of opportunities out there.

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## VI Writing

1. Write about what “small things” Lily can do in the following situation.

The Manager will get back on Monday from a 10-day business trip. He called Lily to print all the work reports on the 4 projects during these 10 days. They are about 100 pages. How to let Manager know what has been going on in a short period of time? Just put all the papers in a folder? Lily needs to “file”, not just “pile”.

Simple Filing Technique 1

Simple Filing Technique 2

2. The company, where you are working as an intern, is going to invite a professor at/from your college to give a training lecture. Complete the invitation email and make the professor feel valued. Choose from the following “small things” that can be included or add something you think relevant.

- (1) The related topics of the lecture.
- (2) How do you know about his/her lessons or articles?
- (3) Some humorous stories about the professor.

### **Subject—Training Invitation from AES Corporation**

Dear Professor \_\_\_\_\_,

I am a student of \_\_\_\_\_ now working in AES Corporation as a



business assistant. I'm writing this letter to invite you to give a lecture on

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The training session will be held on October 21-22. Please kindly respond to us whether you are available.

Yours sincerely,

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